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ABSTRACT

A survey was conducted to ascertain past use patterns and experiences, and projected future use by Minnesota schools of the University of Minnesota, Continuing Education and Extension, Audio Visual Library Service. More than 58% of the schools were represented by the returned responses, including public and private schools at K-12 levels and the technical/vocational schools. Respondents were primarily teachers and/or administrators, with principals returning more than 31% of the responses. Library services available included film rental, reference service, Audio Visual Institute, preview film service and video tape rental. Sources of moneys for audio visual materials and budget limitations were major concerns in the survey. The report presents and discusses findings under the following categories: Use and familiarity with library services; problems with service; film selection procedures, personnel, and policy; catalogs and other library information notices; budget and other restraints upon film rental; video tapes; actions in response to unavailability of film; general service questions; and pattern of library service use. (BL)

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UNIVERSITY OF MINNESOTA
CONTINUING EDUCATION AND EXTENSION
AUDIO VISUAL LIBRARY SERVICE

SCHOOL USER SURVEY

May, 1977

Clara Kanun
Director of Research
Continuing Education and Extension

OE 011 246

FOREWORD

Elementary, secondary and vocational/technical schools, public and private, make up the largest group of users of the University of Minnesota, Continuing Education and Extension, Audio Visual Library Service. This survey report covers response for 1,328 schools or 58 percent of all the Minnesota schools at these levels. The substantial response for a survey of this kind adds reliability to the description of the responses and provides a valid basis for evaluation of the Audio Visual Library Service and for administrative and marketing decisions.

A limited number of copies are being circulated in the interests of economy. Any questions about the report or possible additional items of information from the survey can be addressed to the writer.

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INTRODUCTION AND SUMMARY

The University of Minnesota, Continuing Education and Extension, Audio Visual Library Service serves a wide variety of on campus and off campus users. Among the off campus users, the public and private elementary, secondary and vocational/technical schools are major users. A number of circumstances, external and internal to the Audio Visual Library Service, have stimulated the survey of school users described in this report. Chief among the external conditions is the continued demand for state support to schools for resource needs more immediate than audio visual services coupled with specific and limited monetary allocations for audio visual materials. The changing patterns of leased audio visual resource demands requiring a systematic review of collections making up the offerings of the state's audio visual library are the important internal conditions. The function of the Library Service as a central and statewide resource has been reinforced by these conditions, and therefore the need for more detail about the users experience and use patterns from the past and projected future was underlined. (For reading ease, the Audio Visual Library Service will be referred to as Library Service in this report).

More than 58 percent of the schools were represented by the returned responses to the questionnaire including public and private schools at K-12 levels and the technical/vocational schools.

Respondents to the questionnaire represented many teaching and/or administrative positions in these schools with the principals returning more than 31 percent of the responses. Other respondents included teachers, media specialists or directors and librarians. The findings fall into three particularly significant groupings:

1. More than 66 percent of the respondents reported

use of the Library Service film rental.

2. Budgetary restraints and availability of cheaper or free materials from regional cooperatives and district units were the major reasons given for discontinuing use of the Library Service.

More than 85 percent of the respondents reported that teachers made the decisions about subjectschosen for film rental (from whatever available source).

The importance of teacher involvement in film selection is a major finding in its consequence for additional marketing effort addressed to this group.

Other findings summarized in this report cover familiarity and use of reference service, problems experienced, budgetary resources and media use policies.

Although not so easily summarized because of the variability of detail, the comments made in the space provided for free comment have substantial meaning for the Library Service. The comments range from polite and grateful expression for the opportunity to participate in the survey to some expression about the shortcomings of the service received. The number of requests for copies of the catalog promised some new and additional Library Service users and reinforced the importance of wide circulation of these and other reference materials.

Perhaps most subject to response is the reaffirmation in the special comments that budgetary restraints and availability of cheaper or free material have reduced the use of the Library Service. It would seem that some review of the allocation of media resources support to all of the decentralized facilities in the state would lead to new reevaluation of the role and importance of a centralized service.

Survey List and Response Rate: There were 2,313 school principals and 433 superintendents listed on the Minnesota Education Department master lists used for the Library Service School User survey. The list included public and private elementary, secondary, and K-12 schools as well as a group of vocational/technical schools in the following number and ratio:

Complete Mailing List	Number of Schools	Proportion of Total
Public Schools Elementary	852	36.8
*Public Secondary, K-12	939	40.5
Private High Schools	93	4.0
Private Elementary Schools	348	15.0
*Private and Public Vocational/Technical	81	3.5
Total	2,313	

* Estimate based on registrations at these levels.

The responses covered 1,328 schools or 58 percent of all possible responses. The pattern of response proportions by school type was as follows:

School Type	Proportion of Total List	Proportion of 1,328 Responses
Public Elementary	36.8	33.6
Public Secondary, K-12	40.5	39.3
Private Elementary	15.0	11.8
Private Secondary, K-12	4.0	2.7
Vocational/Technical, (Public and Private)	3.5	3.7
No answer	--	8.9

More detail about response by school type is available from the survey findings as indicated by the following listings:

School Type	Proportion of Responses
Public Elementary	33.6
Public Secondary	26.9
Public K-12	12.4
Vocational/Technical (Public and Private)	3.7
Private Elementary	11.8
Private Secondary	2.0
Private K-12	0.7
No answer	8.9

The questionnaires were mailed to principals and superintendents, but the responses were completed by a variety of school officials. More than 31 percent of the responses were returned by school principals, the largest single group of respondents. The variety of positions carried by respondents as shown below also reflect patterns of responsibility for audio visual materials within the schools. The position of respondents and the proportion of all responses are shown:

Position of Respondents	Proportion of Responses
Principal	31.2
Superintendent	0.5
A-V or Media Director	11.5
District A-V Director	14.9
Librarian	10.9
Teacher	4.7
Aide/Secretary/Paraprofessional	1.8
Vocational/Technical Director	2.0
Coordinator	7.9
Specialist	5.6
Generalist	4.8
Other	2.1
No answer	2.1

The District Audio Visual Directors (162) responded for multiple schools; other respondents covered one school only. The number of schools covered by the District Directors ranged from 1 to more than 7:

Number of District Directors	Number of Schools
9	1
117	2
15	3
4	4
4	5
3	6
10	7 or more

Approximately 80 percent of all the schools on the mailing list were public schools as shown above.

Public schools are more evenly divided in number between elementary and secondary levels. More of the private schools are at the elementary level. Almost two-thirds of the responses from private schools were returned by principals; the public school responses came from a variety of personnel. The proportion of responses by school type and position of respondent are shown in Table 1. (Each column of proportions represents 100 percent in that school category).

TABLE 1

POSITION OF RESPONDENT WITH SCHOOL TYPE IN PROPORTION OF RESPONDENTS

Position Respondent	School Type	
	Public	Private
Principal	23.3	64.1
Superintendent	0.3	0.6
A-V or Media Director	11.5	4.4
District A-V Director	19.1	1.2
Librarian	11.2	9.4
Teacher	3.3	10.0
Aide/Secretary Paraprofessional	1.9	0.6
Vocational/Technical Director	2.2	--
Coordinator	9.7	3.1
Specialist	7.1	1.2
Generalist	5.8	0.6
Other	2.4	1.8
No answer	1.9	2.5

Use and Familiarity With the Library Service: Although the files of the Library Service are available for identifying users, one function of the survey was to assess familiarity among actual and potential users with the variety of services available. Also the serendipity function of a survey of this kind, that is, the informing or reminding of services available, was an anticipated secondary consequence.

The services available include film rental, reference service, Audio Visual Institute, preview film service, and video tape rental. More than 66 percent of the respondents reported using the film rental service. The other services were not used by as many, as the following detail shows: (These proportions are not additive).

Service Used	Proportion of Respondents
Film rental	66.6
Reference service by mail	19.3
Reference service by telephone	17.0
Reference service in person	8.2
A.V. Institute	9.8
A.V.L.S. film preview service	8.3

Questions were written to assess satisfaction or dissatisfaction with these services among the users and also to identify nonusers. The details are shown in Table 2. Each item listed is to be read (horizontally) for 100 percent of the respondents. For example, Film Rental was used with satisfaction by 62.3 percent of the respondents; 4.3 percent of the users were dissatisfied; 27.3 percent of respondents did not use film rental service; and 6.2 percent did not respond. The Film Rental Service was used more than the other services.

Reference Service by mail was used with satisfaction by 16.3 percent of respondents and with dissatisfaction by 2.9 percent of respondents. Reference Service by telephone or in person was reported as less satisfactory more often than the Reference Service by mail.

The total proportion of respondents participating in the Audio Visual Institute was 9.8 percent of all respondents divided approximately equally between satisfied and dissatisfied responses. It should be noted that the A.V. Institute participants during the last three institutes represented a wide selection of audio visual professionals in the following proportions:

Professional Positions	Proportions of Participants
Employed in school media	57
Post-Secondary School	22
Public School Teachers	7
Commercial employees	4
Government Service	6
Others	4

The film preview service was used by fewer than 9 percent of the respondents with almost as many dissatisfied as satisfied. See detail in Table 2.

TABLE 2

LIBRARY SERVICE USERS, SATISFACTION, DISSATISFACTION, NONUSERS
(In Proportion of Respondents)

	Satisfied Users	Dissatisfied Users	Nonusers	No Response
Film Rental	62.3	4.3	27.3	6.2
Reference Service By Mail	16.3	2.9	63.8	17.0
Reference Service By Telephone	13.2	3.7	65.9	17.2
Reference Service In Person	4.3	3.9	73.3	18.5
A.V. Institute	5.5	4.3	71.7	18.4
Film Preview Service	4.5	3.7	72.6	19.2

Problems With Service Identified: Although the Library Service was aware of problems, respondents were given the opportunity to record their complaints about the materials which had been ordered. The complaint most frequently mentioned, by 27.9 percent of the respondents was that the content of materials was "dated," that is, out-of-date. Other complaints were voiced about delivery, physical condition of materials, unsuitability for school's needs, and incomplete referencing complicating film selection. The respective proportions indicating these complaints are shown. (Note: These proportions are not to be read as made by the same respondent although some may have indicated more than one).

Problem With Materials	Proportion of Respondents
Datedness of content	27.8
Problems with delivery	9.9
Physical condition of materials	13.4
Unsuitable for school's needs	5.3
Incompletely referenced	2.3

Film Selection Procedures, Personnel and Policy: Approximately half of the responding schools indicated film selection procedures and listed the positions of those responsible for the selections. The most meaningful finding in the responses to this question is the large role played by teachers in film selection with 85.5 percent of all respondents indicating that the teachers participated in film selection. This identifies the most important potential audience for announcement and information about the Library Service resources. (Proportions shown are discrete with some schools vesting the selection responsibility in more than one official. (Proportions are not additive).

Position of Film Selector	Proportion of Respondents
Media Specialist	30.0
Librarian	23.2
Principal	23.5
School Administrator	4.9
Teacher	85.5
Specific User	44.5
District Administrator	2.9

A number of factors were listed as considerations and conditions affecting film selection decisions. These included the following indicated by responding institutions in the proportions shown: (Proportions are not additive).

Considerations for Film Selection	Proportions of Respondents
Censorship of material content	23.3
Production date of material	56.6
Length of Film	32.7
Cost of Rental	79.7

The following question was written to elicit the importance of stereotyping of minorities or women in the film selection decisions. "Does the possibility of stereotype of minorities and women enter into your consideration of the rental of film?" The responses were:

	Proportion of Respondents
Yes	38.9
No	20.9
Have not considered	34.4
No answer	5.8

Catalogs and Other Library Information Notices: The Library Service issues an Audio Visual Film Rental Catalog, an Audic Visual Journal, specific film subject listings, and new film advisory announcements. A number of questions were written to elicit familiarity with these publications. More than 73 percent of the respondents were familiar with the Catalog, more than half with the Journal, and substantial numbers with the other announcements as shown in Table 3.

(See Table 3 on next page)

TABLE 3

FAMILIARITY WITH LIBRARY SERVICE PUBLICATIONS
BY PROPORTIONS OF RESPONDING SCHOOLS

	Yes	No	No Answer
Audio Visual Film Rental Catalog	73.3	12.5	14.2
Audio Visual Journal	53.7	21.3	24.9
Specific Film Subject Listings	46.2	20.8	32.9
New Film Advisory Announcements	38.4	25.1	36.5

Access and use of catalogs and journals are influenced by the storage places. Two questions covered the storage of the Audio Visual Catalog and the A.V. Journal. The media specialists office is the most frequently listed location with a wide variety of other possibilities also indicated by the respondents. The detail shown in Table 4 should be read with the observation that Media Specialists, Librarians and Audio Visual Directors all serve the same function in relationship to information services in the school systems, even though state certificate requirements vary with minor differences among these groups.

(See Table 4 on next page)

TABLE 4

STORAGE LOCATIONS FOR AUDIO VISUAL CATALOG AND A.V. JOURNAL
(By Proportion of Respondents)

	Audio Visual Catalog	A.V. Journal
Library Shelves	15.0	16.9
Professional Reading Room	3.8	5.5
Lounge	4.4	4.9
Administrator's Office	3.3	2.3
Principal's Office	5.7	3.7
Media Specialist's Office	26.1	27.7
Personal Files	1.5	1.0
Don't know	1.0	2.7
Don't have one	7.5	11.2
Library shelves, Professional Reading Room, Lounge	4.8	2.6
Administrator's, Principal's, Media Specialist's Offices	3.2	1.2
Variety of above locations	19.2	9.5
No answer	4.4	10.6

Approximately 25 percent of the respondents indicated support for a more specialized catalog--specialized by broad disciplinary areas--in preference to the comprehensive catalog now available. Some respondents, 27 percent, did not agree, and 29 percent were undecided. The responses were:

More Specialized Catalog Desirable	Proportion of Respondents
Yes	25.6
No	27.1
Undecided	29.3
Not familiar with present catalog	11.3
No answer	6.7

The response to the questions about the Catalogs and Journal were used as an identifying question for mailing copies of these items.

Budget and Other Restraints Upon Film Rental: Some restraints on film rental were indicated by 94 percent of the respondents with 6 percent indicating no restraints. As might have been anticipated, budgetary restraints were mentioned most frequently by 77 percent of the respondents. The responses to the variety of restraints listed were made by the respondents in the proportion shown.

Restraints Upon Film Rental	Proportion of Respondents
Budget limitations	76.8
District film rental regulations	8.4
Membership in regional co-op	16.2
Availability of free films	33.4
Unavailability of films	28.7
Use restricted to District collections	4.0
Use restricted to organization collections	1.0
Use restricted to free films	5.7
Other restraints	2.9
No restraints encountered	6.2

It is interesting to note the moneys allocated for instructional materials in terms of per pupil instructional dollars: the Minnesota allocation is 1 percent compared with 3 percent nationally.

Two questions were written to elicit information on sources of moneys for audio visual materials. The response to the question about the dollars budgeted for film reveals categories of available dollars from less than "$100" to "$10,001 to $15,000". Approximately 25 percent of the respondents indicated $100 or less; only 2 respondents indicated categories of $10,001 to $15,000. Approximately one-third of the responses fell into categories of $501 to $1,000 or higher.

The proportions of the responses in each of the categories were as follows:

Dollar Categories	Proportion of Respondents
$100 or less	25.3
$101 to $500	23.2
$501 to $1,000	13.9
$1,001 to $2,000	10.4
$2,001 to $5,000	9.8
$5,001 to $10,000	2.9
$10,001 to $15,000	0.2
Don't know	2.9
No answer	11.4

Inspection of the detail shown in Table 5 in which dollar categories are matched with position of respondent reveals a wide spread. The two responses in the highest dollar category came from an audio visual or media director and a coordinator. Table 5 should be read by column, each column totaling 100 percent of the responses in that dollar category. (See Table 5, page 14)

In response to the question about the proportion of the school's instructional budget allocated for film rental, 10 percent said no dollars from instructional budgets were so allocated and 19 percent either said they didn't know or did not answer the question. Some audio visual dollars are available from sources other than instructional funds. The details of responses to this question were:

Proportion of Instructional Budget	Proportion of Respondents
Under 10%	65.3
10% to 20%	4.5
21% to 30%	0.4
Over 30%	0.2
None	10.4
Don't know	4.2
No answer	15.0

The patterning of responses to the questions about proportion of instructional fund dollars and position of respondent is shown in Table 6. This table, like the preceding one, should be read with the note that each column represents 100 percent of the responses in this percent category. (See Table 6, on page 15)

TABLE 5

DOLLARS BUDGETED FOR FILM RENTAL BY POSITION OF RESPONDENT
(By Proportion of Responses)

	$100 or less	$101 to $500	$501 to $1,000	$1,001 to $2,000	$2,001 to $5,000	$5,001 to $10,000	$10,001 to $15,000	Don't Know	No Answer
Principal	45.6	35.9	21.8	19.4	14.0	--	--	29.1	35.4
Superintendent	0.7	0.3	0.6	--	--	--	--	--	--
A-V or Media Director	6.1	9.4	12.5	17.6	27.1	21.8	50.0	9.3	4.0
District A-V Director	6.1	16.2	22.5	15.0	22.4	56.2	--	6.2	7.2
Librarian	8.6	12.2	15.2	11.5	7.4	3.1	--	9.3	12.9
Teacher	6.8	4.7	1.3	2.6	0.9	--	--	12.5	8.0
Aide/Secretary Paraprofessional	0.3	2.3	1.9	2.6	1.8	3.1	--	--	3.2
Vocational/Tech Director	2.1	2.7	3.3	--	--	--	--	3.1	2.4
Coordinator	5.7	4.3	11.9	8.8	13.0	3.1	50.0	18.7	8.0
Specialist	6.5	4.3	3.3	13.2	4.6	6.2	--	3.1	3.2
Generalist	5.7	5.1	3.3	1.7	4.6	--	--	6.2	7.2
Other	2.5	0.3	1.3	3.5	3.7	3.1	--	--	3.2
No answer	2.5	1.5	0.6	2.6	--	3.1	--	3.1	4.8

TABLE 6

PROPORTION OF SCHOOL INSTRUCTIONAL FUNDS ALLOCATED FOR FILM RENTAL
BY POSITION OF RESPONDENT
(By Proportion of Responses)

	Under 10%	10% to 20%	21% to 30%	Over 30%	None	Don't Know	No Answer
Principal	32.5	18.3	--	50.0	40.7	17.3	26.8
Superintendent	0.7	--	--	--	--	--	--
A-V or Media Director	11.7	20.4	50.0	50.0	7.0	17.3	7.3
District A-V Director	16.0	30.6	--	--	6.1	6.5	14.0
Librarian	10.8	8.1	--	--	8.8	13.0	13.4
Teacher	4.0	--	--	--	8.8	8.6	4.8
Aide/Secretary Paraprofessional	1.4	2.0	--	--	--	4.3	4.2
Vocational/Tech Director	2.2	2.0	--	--	1.7	2.1	1.2
Coordinator	7.5	12.2	25.0	--	4.4	13.0	9.1
Specialist	5.4	4.0	25.0	--	9.7	2.1	4.2
Generalist	3.9	2.0	--	--	5.3	6.5	8.5
Other	2.1	--	--	--	3.5	2.1	1.8
No Answer	1.2	--	--	--	3.5	6.5	4.2

Video Tapes: The Library Service also includes video tapes. A pool of questions was written to elicit awareness and usage of this resource. Approximately 4 percent of the respondents had rented video tapes; 94 percent had not rented them, and 2 percent did not answer the question. A variety of reasons were given for not renting the video tapes. (These proportions are to individual questions and are not additive).

Reasons For Not Renting Video Tapes	Proportion of Respondents
Lack of proper equipment	25.2
Prohibitive cost	14.0
Too narrow a subject range	4.4
Was not aware of availability	35.4
Unsuitable for present needs	10.5
Other reasons, including district resources	13.8

Actions In Response to Unavailability of Film: The choices and actions users make and take when first film choice is unavailable are important items of information for customer service planning. A number of questions were written to elicit this information. From the patterning of responses shown it is clear that the rental opportunity is lost to the Library Service when users receive a non-availability notice. Approximately 27 percent report ordering a substitute; 32 percent looking for another source; and 50 percent do not use the particular film in the program. The proportions of respondents giving these choices are shown. (These should be read discretely and are not additive).

Responses to Unavailability of Film	Proportions of Respondents
Order a substitute	27.3
Change program	12.7
Reschedule program	19.4
Contact Library Service for Reference Assistance	4.8
Drop Particular Film from Program	50.5
Find Another Source for Film	32.1
Other Actions	5.5

General Service Questions: Approximately 50 percent of the respondents rejected paying any additional costs for immediate notification of film unavailability. In answer to the question:

> Would you find immediate notification of film availability or non-availability by phone, rather than by mail, useful at a slightly higher cost?

Yes	21.6
No	50.3
Undecided	19.5
No answer	8.6

Approximately half of the respondents preferred the current procedures for payment of rental services. The questions and responses were:

> Which of the following rental arrangements would best facilitate your use of the Audio Visual Library Service resources?

	Proportions of Respondents
Prepaid annual contract with volume discount	10.8
Contract on fixed upper limit for annual rental	5.7
20 day cash basis (current pay plan)	49.7
Other	8.8
No answer	24.9

Approximately 47 percent of respondents indicated they used United Parcel Service pick-up service; 45 percent said they did not; and 8 percent did not answer this question.

Only 16 percent indicated willingness to pay any additional cost for a pick-up and delivery service like United Parcel Service.

Pattern of Library Service Use: Two questions were asked about patterns of Library Service use. One asked about reasons for reduced use if such had occurred during the preceding twelve months. Most respondents did not indicate a reason

for reduced use, although the Library Service has experienced a drop. This could be accounted for by the reasons which were given by approximately 34 percent of the respondents with budget reduction listed more frequently than other reasons.

Reasons For Reduced Use	Proportion of Respondents
Lack of adequate service	0.9
Found alternative source for film rental	3.2
Joined a regional co-op	3.1
Budget reduction	10.3
Using other media more frequently	1.9
Films which were available not suitable	0.6
Combination of above	10.2
People using district	2.0
Does not apply	11.3
No answer	54.4
Other	2.0

More than 56 percent projected using service in the coming academic year (1976-77) with 12 percent saying "no". The undecided were 28 percent and 4 percent did not answer this question.

The Comments: The varied comments ranged from expression of appreciation for the opportunity to respond to the survey to reasons for dropping the Library Service. More significant were the several hundred requests for copies of the catalog.